



Equinix, Inc.

Global Financial Reporting and Prospect to Quote Process Design



foster city, ca
www.equinix.com

Industry: Internet Services

Annual Revenues: \$570M

Employees: 911

Equinix Inc. is the leading global provider of network-neutral data centers and internet exchange services for enterprise, content and network service providers

background

Equinix identified a strategic initiative for 2008 with the vision of defining a “global operating network” for its internal processes and systems. Equinix is experiencing strong growth and recently acquired another company to expand operations into EMEA. The challenge was to standardized financial reporting and sales to cash processes in order to operate efficiently and support this fast growth in business. aquarius was engaged to map the current business processes for financial reporting and sales to cash and perform analysis for future process and systems standardization

challenges

differing financial management and reporting processes - US and Europe (EU) businesses had significant differences in not only their financial systems (US was on Oracle and EU on Pegasus), but also on their core financial management (procurement, revenue and receivables) and financial close/reporting processes - EU largely performing significant manual activities

inconsistent understanding and documentation of current processes - across all 3 operating regions (US, EU and APAC), there were varying levels of understanding of current financial and sales to cash processes and either partial or non-existent documentation of as-is processes

non-standard global prospect to quote/order process - across all 3 operating regions significant differences existed in type of products sold, pricing, sales methodology, quoting, general approvals and contract terms policies and procedures. This proved to be a major hurdle in the company’s ability to cross-sell and consistently manage accounts globally

aquarius has been a key consulting partner for us for couple of years. They have led some of our strategic initiatives since 2007 in the areas of oracle business intelligence; business process redesign and standardization of global financials and sales to contract processes. Their specialization in our industry (internet services), sales to cash process and oracle solutions proved to be very beneficial to the success of our company. They bring experienced senior talent who can engage and advice at senior executive levels and manage large complex projects.

*Pete Ferris
President, Equinix Inc. US*

aquarius solution

aquarius deployed a strong team of associates to jump start the effort of assessing and standardizing the global financial reporting and prospect to quote processes and quickly determined the need to document detailed as-is process flows to provide clarity and understanding to the global audience

aquarius brought their extensive experience of core financial and sales to cash solutions for internet services industry, prior experience with Equinix and expertise in process mapping and analysis to deliver the following in less than 12 weeks:

- **standards for business process mapping** - develop business process mapping analysis methods and tools (process mapping templates, procedures for creating process hierarchies and process gap analysis) to help understand current and standard future state processes
- **analysis and best practices for financial mgmt process** - review, document and perform gap analysis with best practice process improvement recommendations for over 50 major financial processes and sub-processes related to revenue, receivables, procure to pay, cash, tax, fixed assets, financial close and reporting
- **as-is process assessment for prospect to quote** - gather and review as-is process, policies and procedures for prospect to quote processes for US, APAC and EU. Document and prepare global as-is process documents and material for global to-be process workshops

results

- standardized template, policies and procedures to define and document global cross-functional business processes
- complete optimized end-to-end detail global financial operation and reporting process maps which captured synergies and best practices from different regions. This formed the basis for enabling the systems integration of the acquired EU entities
- reviewed and documented the entire prospect to quote (including contracts) process for the US, APAC and EU and prepared a readiness plan for conducting global to-be process workshop design. Material included workshop schedule and detail (over 150+ questions) for discovery and as-is review for all 3 regions

**for more information on aquarius's expertise, solutions and services,
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